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| APPLICATION NO. | FILING DATE | FIRST NAMED INVENTOR | ATTORNEY DOCKET NO. | CONFIRMATION NO. |
|-----------------|-------------|----------------------|---------------------|------------------|
| 09/631,238      | 08/02/2000  | Catherine Lin-Hendel |                     | 8086             |

7590 03/23/2007  
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| EXAMINER |
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GART, MATTHEW S

|          |              |
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| ART UNIT | PAPER NUMBER |
|----------|--------------|

3625

| SHORTENED STATUTORY PERIOD OF RESPONSE | MAIL DATE  | DELIVERY MODE |
|--|------------|---------------|
| 3 MONTHS                               | 03/23/2007 | PAPER         |

**Please find below and/or attached an Office communication concerning this application or proceeding.**

If NO period for reply is specified above, the maximum statutory period will apply and will expire 6 MONTHS from the mailing date of this communication.

**Office Action Summary**

Application No.

09/631,238

Applicant(s)

LIN-HENDEL, CATHERINE

Examiner

Matthew S. Gart

Art Unit

3625

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

- 1) ☒ Responsive to communication(s) filed on Petition Decision 2/7/2007.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

- 4) ☒ Claim(s) 1-5, 7-14, 16-18 and 20 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-5, 7-14, 16-18 and 20 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

**Application Papers**

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 1/13/2003 is/are: a) ☐ accepted or b) ☒ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

**Priority under 35 U.S.C. § 119**

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).  
a) ☐ All b) ☐ Some \* c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
  2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

**Attachment(s)**

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☐ Information Disclosure Statement(s) (PTO/SB/08)  
Paper No(s)/Mail Date \_\_\_\_\_
- 4) ☐ Interview Summary (PTO-413)  
Paper No(s)/Mail Date \_\_\_\_\_
- 5) ☐ Notice of Informal Patent Application
- 6) ☐ Other: \_\_\_\_\_

## **DETAILED ACTION**

### **Prosecution History Summary**

- Claims 1-5, 7-14, 16-18 and 20 are pending.
- Claims 6, 15 and 19 have been cancelled.

### ***Drawings***

New corrected drawings in compliance with 37 CFR 1.121(d) are required in this application, because the drawings filed on 1/13/2003 contain improper handwritten text and shading that may affect clarity once reproduced. Applicant is advised to employ the services of a competent patent draftsman outside the Office, as the U.S. Patent and Trademark Office no longer prepares new drawings. The corrected drawings are required in reply to the Office action to avoid abandonment of the application. The requirement for corrected drawings will not be held in abeyance.

***Claim Rejections - 35 USC § 103***

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

**Claims 1-5, 7-14, 16-18 and 20 are rejected under 35 U.S.C. 103(a) as being unpatentable over Schileru-Key (U.S. Patent No. 6,580,441) in view of Mona (PTO-892, Ref U).**

Referring to claim 1. Schileru-Key discloses a system for displaying galleries, showrooms, stores or malls on-line, comprising:

means for displaying on an on-line display device to a viewer a scene of at least one room having at least one object therein, wherein the display means includes a data packet (Schileru-Key: column 13, lines 11-22); and,

command buttons enabling the viewer to virtually move both around the room and around said object when displayed in the plurality of different still photographs (Schileru-Key: Fig. 11, "1100").

Mona discloses a system, comprising:

means for displaying an object in a plurality of different still photographs each taken from equally spaced angles 360 degrees around said object to enable the viewer to view said object from 360 degrees around said object and enabling said object to appear to rotate on the display device (Mona: page 2, paragraph 1).

At the time of invention it would have been obvious to a person of ordinary skill in the art to have modified the system of Schileru-Key to have including the teachings of Mona in order to allow users to get a close up, 360-degree view of product details (Mona: page 2, paragraph 1).

Referring to claims 2-5. Schileru-Key further discloses a system wherein the at least one room is a gallery, showroom, store or mall (Schileru-Key: abstract).

Referring to claim 7. Schileru-Key further discloses a system wherein at least one still photograph is identified by a unique frame address (Schileru-Key: Fig. 4).

Referring to claims 8-9. Schileru-Key further discloses a system wherein the displaying means include at least video and audio (Schileru-Key: column 2, lines 10-19).

Referring to claim 10. Schileru-Key further discloses a system wherein each object in the data packet is assigned a unique identification indexed by an area said each object occupies in the still photograph (Schileru-Key: Fig. 11).

Referring to claim 11. Schileru-Key further discloses a system wherein at least one link is assigned to said object, thereby enabling detailed information regarding the

object to be retrieved from an external database for presentation to the viewer (Schileru-Key: column 12, line 63 to column 13, line 2).

Referring to claim 12. Schileru-Key further discloses a system wherein selecting a particular object causes a link associated with the object to be selected and stored in a file on a user's computer for viewing by the viewer (Schileru-Key: column 12, line 63 to column 13, line 2).

Referring to claim 13. Schileru-Key further discloses a system wherein a plurality of objects can be sequentially selected by the viewer (Schileru-Key: Fig. 4).

Referring to claim 14. Schileru-Key further discloses a system wherein when a viewer completes selecting the plurality of objects, the links for the selected objects are submitted to a server by clicking a submit button, thereby retrieving the data addressed by the selected links from an external database for presentation to the viewer (Schileru-Key: column 12, line 63 to column 13, line 2).

Referring to claim 16. Schileru-Key further discloses a system wherein if one object appears in a plurality of frames, the object is cut out from each frame, given a unique identification, and assigned a link to an external data storage device that stores data associated with the object (Schileru-Key: column 12, line 63 to column 13, line 2).

Referring to claim 17. Schileru-Key further discloses a system wherein if the at least one object appears in more than one frame, the object is identified in each frame by the same identifier and assigned the same link (Schileru-Key: column 13, lines 11-23).

Referring to claim 18. Schileru-Key further discloses a system wherein the on-line display of the at least one object includes audio stories, an enlarged still image, textual descriptions, buy and bid frames, and videos (Schileru-Key: column 13, lines 11-23).

Referring to claim 20. Claim 20 contains similar limitations as set forth above. Claim 20 is rejected under the same rationale as set forth above.

***Response to Arguments***

Applicant's arguments with respect to the pending claims have been considered but are moot in view of the new ground(s) of rejection.



**Conclusion**

The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

OLEFSON, Patent Application Publication No. 2003/0083957, May 1, 2003

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Matthew S. Gart whose telephone number is 571-272-3955. The examiner can normally be reached on M-F, 9-6.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Jeff Smith can be reached on 571-272-6763. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

Application/Control Number: 09/631,238

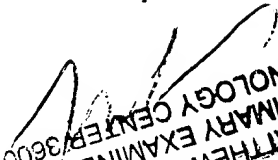
Page 9

Art Unit: 3625

MSG

Primary Examiner

March 19, 2007

  
MATTHEW S. GART  
PRIMARY EXAMINER  
TECHNOLOGY CENTER  
0096/3600